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JUN 05 2008

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE


First Named Applicant: Shinohara	)	Art Unit: 2616
	)	
Serial No.: 09/898,422	)	Examiner: Shibru
	)	
Filed: July 2, 2001	)	50R4615
	)	
For: SYSTEM AND METHOD FOR LINKING DVD	)	June 5, 2008
TEXT TO RECOMMENDED VIEWING	)	750 B STREET, Suite 3120
	)	San Diego, CA 92101
	)	

RESPONSE TO BOARD DECISIONCommissioner for Patents  
Alexandria, VA

Dear Sir:

In response to the Board decision dated June 2, 2008, reversing the rejections of Claims 12, 13, 15, and 17-19 and affirming the rejections of Claims 1, 3, 5, and 6, place the application in immediate condition for allowance by canceling Claims 1, 3, 5, and 6.

Note that while this action is not required by MPEP §1214.06(II) ("CLAIMS STAND ALLOWED...The appellant is not required to file a reply. The examiner issues the application or ex parte reexamination certificate on the claims which stand allowed"), this amendment is nonetheless made to speed issuance. *Note that "prosecution is otherwise closed", id.*

  
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John L. Rogitz  
Registration No. 33,549  
Attorney of Record  
750 B Street, Suite 3120  
San Diego, CA 92101  
Telephone: (619) 338-8075

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CASE NO.: 50R4615  
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1-11 (canceled).

12. (previously presented) A system for linking content to viewing and/or shopping recommendations, comprising:

means for selecting alpha numeric characters that are part of a DVD content;

means for receiving the alpha numeric characters;

means responsive to the means for selecting for automatically accessing a source of recommended viewing and/or shopping.

13. (original) The system of Claim 12, further comprising means for storing at least some of the content.

14. (canceled).

15. (previously presented) The system of Claim 12, wherein the means for selecting is a user input device.

16. (canceled).

17. (previously presented) The system of Claim 12, wherein the means for receiving includes a personal video recorder (PVR).

18. (original) The system of Claim 12, wherein the source of recommended viewing and/or shopping communicates with a WAN.

19. (previously presented) The system of Claim 12, further comprising media player means for playing media-stored content on a storage medium and sending the media-stored content to a television.

20 - 27 (canceled).

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